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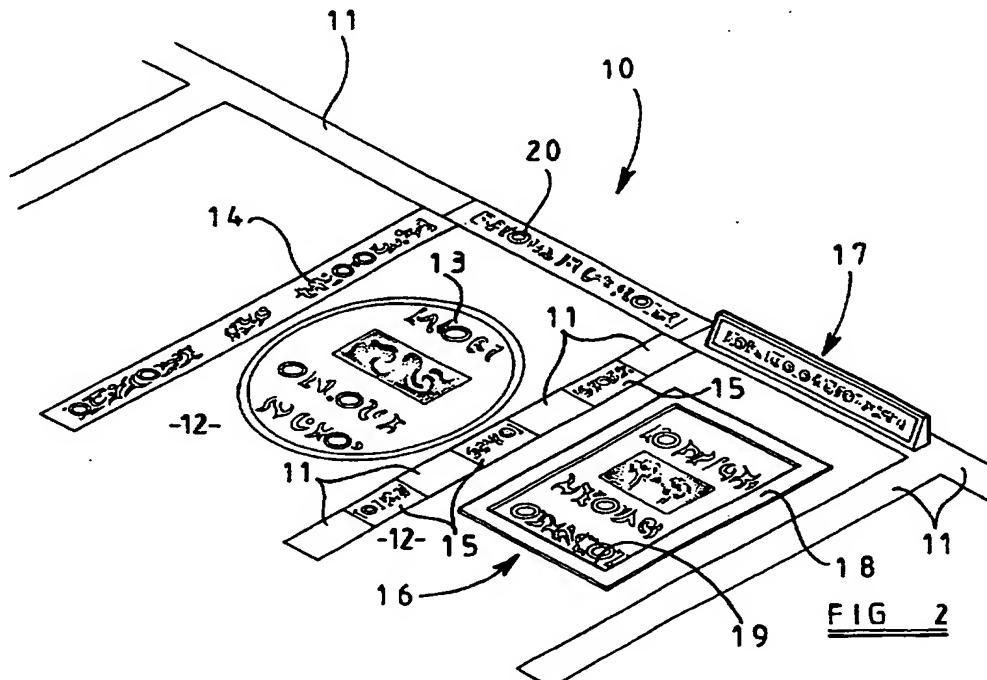
(56) Documents Cited

GB 2021945 A WO 99/09257 A1 DE 029809612 U
FR 002590060 A JP 100319890 A JP 100203100 A
JP 060207476 A

(58) Field of Search
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(54) Abstract Title
Car park advertising

(57) A system of advertising comprises a surface divided into a number of vehicle parking bays 12 by markings 11 and an advertisement 13 to 17, 20 associated with at least one of the bays. The advertisement may be applied to the surface 13, 14 or to a kerb 17 associated with the bays either by painting or by sticking a printed strip of material to the surface. Alternatively a display device 16 for housing an advertisement between front and rear walls can be used. The advertisement 14, 15, 20 may be associated with the markings.



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At least one drawing originally filed was informal and the print reproduced here is taken from a later filed formal copy.

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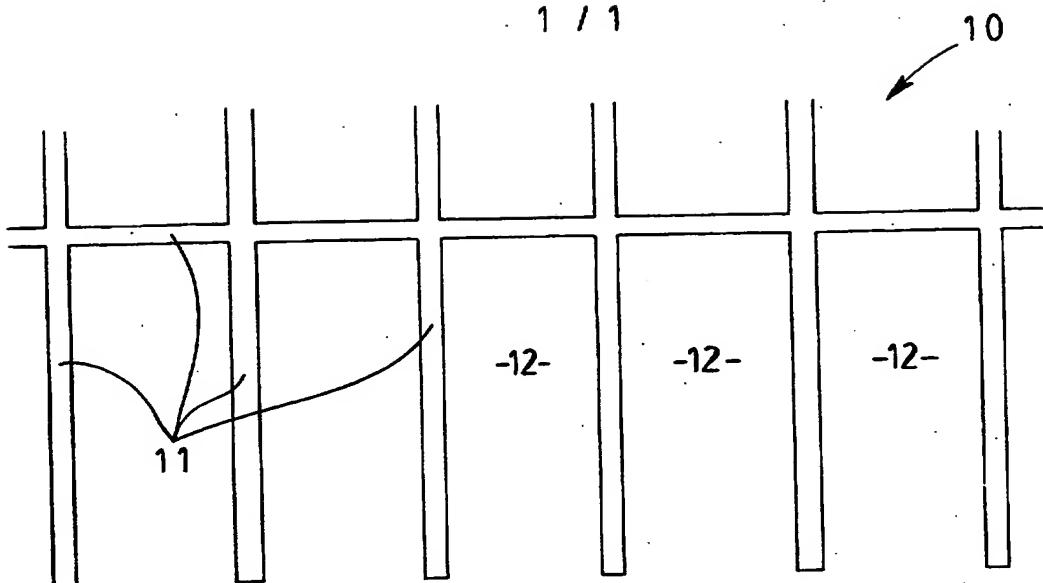


FIG 1

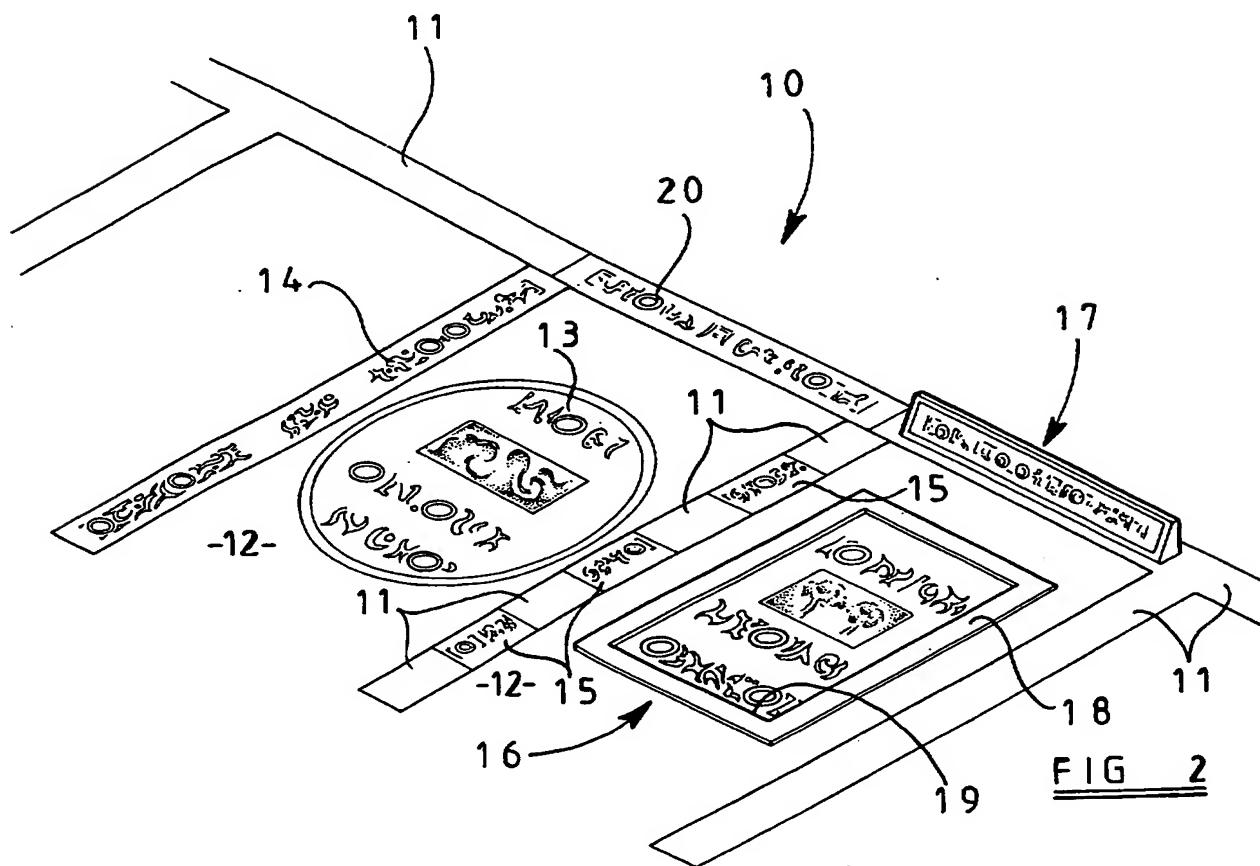


FIG 2

"Parking Space Advertising and Display Device for use Therein"

This invention relates to an advertisement system and for a display device for use therein.

Advertisements are placed in a number of locations where they can be
5 viewed by members of the public, for example, advertisements in the form of
posters may be displayed by being affixed to suitably positioned bill boards.

According to the present invention there is provided an advertisement system comprising a surface divided into a plurality of vehicle parking bays, and at least one advertisement associated with at least one of the bays.

10 The bays may be defined, for example, by markings provided upon the surface at least one of the advertisements being associated with the markings. The advertisements may, for example, be applied over the markings, for example comprising printed strips adhered to the markings or the markings may be interrupted, the advertisements being located between the markings.

15 Alternatively, the markings could be defined by the advertisements.

In the alternative arrangement, the bays may be defined by kerbs, the advertisements being applied to the kerbs.

In a further alternative, the advertisements may be applied to the surface within the bay or bays.

20 Where the advertisement is associated with the markings defining the

bays, the advertisement could be continuous and extend across a plurality of bays.

Where the advertisement is applied to the surface, it may be of a raised profile, shaped to define bumps whereby, when a vehicle is driven into or out of 5 one of the bays, the occupant of the vehicle experiences a bump or vibration drawing his/her attention to the presence of the advertisement. Alternatively or additionally the advertisement may be brightly coloured and/or reflective to draw attention to the advertisement.

The advertisement may take the form of text or a logo and may be painted 10 upon the surface or kerb, or alternatively may take the form of a pre-printed strip held in position by a suitable adhesive.

Rather than applying the advertisement to the surface or kerb, it may be mounted upon a structure associated with the bay. For example, where the bay is provided with a post or barrier to restrict access to the bay, the advertisement 15 may be applied to or carried by the post or barrier. Alternatively, the advertisement could be applied to or carried by a display device secured to the surface or kerbs, for example, adjacent the boundaries of the bay. Such a device may comprise a frame defined by a rear wall and a front wall, the front wall having an opening through which an advertisement can be viewed, in use, the 20 frame further including access means whereby an advertisement can be

introduced between the front and rear walls. The access means is conveniently lockable to prevent unauthorised access to the interior of the frame.

In an alternative arrangement, a display device in the form of an elongate sleeve may be used, the sleeve being secured to the surface. An advertisement 5 in the form of a strip, for example of paper or a plastics material, may be inserted into the sleeve, the sleeve defining an opening through which the advertisement may be viewed.

The invention will further be described, by way of example, with reference to the accompanying drawings, in which:

10 Figure 1 is a plan view illustrating part of a car park, and Figure 2 is an enlarged perspective view illustrating several techniques for supplying advertisements to the bays of the car park.

The car park illustrated, in part, in Figure 1 comprises a generally flat surface 10, conveniently of tarmac, brick or another suitable material. Markings 15 11 are applied to the surface 10 to divide the car park into a plurality of bays 12, each bay 12 being of sufficient dimensions to accommodate a car. The markings 11 conveniently take the form of lines painted onto the surface using an appropriate paint material. It will be appreciated, however, that the markings 11 may take other forms, for example one or more of the markings 11 may be 20 defined by a kerb, or where the surface is laid with bricks, the markings 11 may

take the form of one or more rows of bricks of contrasting colour.

In accordance with the invention, at least one of the bays 12 has an advertisement associated therewith. Figure 2 illustrates a number of ways in which the advertisement may be applied. One way in which the advertisement 5 may be applied is to paint an advertising logo or suitable text onto the surface 10. This may be achieved, for example, by painting the logo or text onto the surface 10 within one or more of the bays 12 as denoted by reference numeral 13. Alternatively or additionally the advertising logo or text may be painted over one or more of the markings 11. In Figure 2, the numeral 14 denotes an arrangement 10 whereby an advertising logo or text is painted over the full length of one of the lines, and numeral 15 denotes the case where a plurality of discrete advertisements are provided on a single line, the advertisements being spaced apart from one another so that the line is still visible.

Clearly, where the advertisements are associated with the markings 11, 15 then those parts of the markings 11 which are covered by the advertisements can be omitted, if desired, the advertisements themselves being used to define the bays.

Rather than applying the advertisements by painting, if desired the advertisements could be printed onto, for example, strips of paper or a plastics 20 material and secured in position using, for example, an adhesive. Such an

arrangement is denoted by reference numeral 20 in Figure 2. The printed material is conveniently of a self-adhesive form, thereby simplifying the process of securing the material in a desired position.

In one advantageous embodiment, the advertisements take the form of 5 printed text or logos provided upon a strip 20 of material having a reflective coating applied thereto, an adhesive being applied to the surface of the strip 20 opposing that carrying the advertisement. In use, the strip 20 is applied to the existing markings of a car park. As the material is provided with a reflective coating, the spaces are clearly defined and readily visible to car drivers, both 10 during daylight hours and after dark. Where no existing markings are present, the strip 20 may be applied directly to the surface of the car park to act as or define the markings as well as display the advertisements.

The material of the strip 20 is sufficiently hardwearing that it is able to withstand being driven over and is able to withstand wide temperature variations 15 and wet weather without becoming loose.

In an alternative arrangement, one or more display devices 16, 17 may be associated with the or at least one of the bays 12. The display device 16 is intended to be positioned generally centrally within a bay 12 and includes a lower wall secured to the surface 10 and an upper wall 18 secured to the lower 20 wall. The upper wall defines an opening 19 through which an advertisement can

be viewed, in use. The opening 19 may be provided with a suitably strong transparent material, if desired. The device 16 is provided with access means whereby a pre-printed advertisement may be introduced between the upper and lower walls. For example, the upper and lower walls 18 may be connected by

5 a hinge, the upper wall 18 being moveable between a lowered position (illustrated) and a raised position in which a printed advertisement may be removed or positioned within the device. Conveniently a lock arrangement is provided whereby the upper wall 18 can be locked in its lowered position, and the device 16 is conveniently designed in such a manner as to provide a degree

10 of protection from damage by vandals.

The device 17 may be of design similar to that of the device 16 other than in that it is of elongate form and is designed to be upstanding from the surface

10. Rather than rely upon a hinged connection an end of the device may be provided with an access opening through which an advertisement can be

15 introduced, by sliding. If desired, the device 17 may be arranged to permit the display of advertisements on both sides thereof.

Alternatively, the device 17 may be replaced by a sleeve, conveniently a flattened metal sleeve, having a window through which an elongate advertisement located within the sleeve can be viewed. The advertisement is

20 conveniently printed on paper or a plastics material and introduced into the

sleeve through an end thereof.

The sleeve may be fixed in position by any suitable means, for example by suitable nails or pins. The sleeve is preferably designed to be reasonably weatherproof and to provide a degree of protection against damage by vandals.

- 5 The outer surface of the sleeve may be provided with formations whereby the risk of sliding of a vehicle driving over the sleeve is reduced.

If desired, the display devices 16, 17 may be of simpler form, being designed to permit pre-printed advertisements to be adhered thereto.

It is desirable to be able to attract attention towards the advertisements.

- 10 This may be achieved, for example, by making the advertisements brightly coloured. They may further be reflective so as to reflect the light from vehicle headlights towards the occupants of a vehicle. The advertisements may further be of a raised profile or may be corrugated and positioned so that the occupants of a vehicle experience a bump or vibration as the vehicle is driven into or out
- 15 of one of the bays.

Where the car park is such that access to one or more the bays is restricted by a carrier or removable post associated with the bay, then an advertisement may be provided on, carried by or otherwise associated with the post or barrier.

It is envisaged that existing car parks, for example those at supermarkets,

- 20 may be rented or leased and the advertising space generated by using the

invention sold to advertising agencies.

Although in the description hereinbefore, each advertisement is of dimensions not exceeding the length or width of one of the bays, if desired, an advertisement may be of dimensions such that it extends across several of the 5 bays.

CLAIMS

1. An advertisement system comprising a surface divided into a plurality of vehicle parking bays, and at least one advertisement associated with at least one of the bays.
- 5 2. A system as claimed in Claim 1, wherein the bays are defined by markings provided on the surface, the advertisements being associated with the markings.
3. A system as claimed in Claim 2, wherein the advertisements are applied over the markings.
4. A system as claimed in Claim 2, wherein the advertisements are applied 10 between the markings.
5. A system as claimed in Claim 2, wherein the markings are defined by the advertisements.
6. A system as claimed in Claim 1, wherein the markings are defined by kerbs, the advertisements being applied to the kerbs.
- 15 7. A system as claimed in Claim 1, wherein the advertisements are applied to the surface within the bay or bays.
8. A system as claimed in any one of the preceding claims, wherein the advertisement is painted on the surface or kerb.
9. A system as claimed in any one of Claims 1 to 7, wherein the 20 advertisement comprises a printed strip of material secured in position using an

adhesive.

10. A system as claimed in any one of the preceding claims, wherein the advertisement is textured, reflective and/or brightly coloured to attract attention thereto.

5 11. A system as claimed in any one of Claims 1 to 7, further comprising a display device secured to the surface or kerb and adapted to carry an advertisement.

12. A system as claimed in Claim 11, wherein the display device comprises front and rear walls, the front wall having an opening formed therein, and access 10 means whereby an advertisement can be introduced between the front and rear walls.

13. A system as claimed in Claim 12, wherein the front and rear walls are interconnected by a hinge.

14. A display device comprising front and rear walls, the front wall having an 15 opening formed therein, the rear wall being adapted to permit the device to be secured in a position associated with a vehicle parking bay, and access means whereby an advertisement can be introduced between the front and rear walls.

15. A display device comprising an elongate strip of material pre-printed with an advertisement, the strip carrying an adhesive whereby the strip can be affixed 20 to a surface of a car park so as to be associated with the parking bays thereof.

16. A display device as claimed in Claim 15, wherein the strip is provided with a reflective material.
17. An advertisement system substantially as hereinbefore described with reference to the accompanying drawings.
- 5 18. A display device substantially as hereinbefore described.



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Claims searched: 1 to 18

Examiner: Matthew Jefferson
Date of search: 21 December 2000

Patents Act 1977
Search Report under Section 17

Databases searched:

UK Patent Office collections, including GB, EP, WO & US patent specifications, in:

UK Cl (Ed.R): G5C (CFF)

Int Cl (Ed.7): G09F 19/22.

Other: Online: EPODOC, PAJ, WPI.

Documents considered to be relevant:

Category	Identity of document and relevant passage		Relevant to claims
Y	GB 2021945 A	(HAWESIGNS LTD.) See abstract and figures.	1 & 10 to 14.
X	WO 99/09257 A1	(GROSSER) See page 4, line 22 to page 5, line 6 and figures.	X: 1, 10 & 11. Y: 11 to 14.
X	DE 29809612 U1	(GGL-M. GMBH) See page 4, line 19 to page 6, line 6 and figures.	1, 6, 10 & 11.
X	FR 2590060 A	(LAMARRE ET AL.) See whole document.	1 & 8 to 11.
X	JP 10 319890 A	(START KK) See abstract and figures.	1, 2, 4, 7 to 11 & 15.
X	JP 10 203100 A	(SD KK) See abstract.	1 to 4, 7, 8 & 10.
X	JP 06 207476 A	(HAMADA TEKKO KK) See abstract and figures.	1, 6, 8 & 10.

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art.
Y	Document indicating lack of inventive step if combined with one or more other documents of same category.	P	Document published on or after the declared priority date but before the filing date of this invention.
&	Member of the same patent family	E	Patent document published on or after, but with priority date earlier than, the filing date of this application.